GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:3234
ANSWERED ON:05.08.2016
Growth of Media Industry
Puttaraju Shri C.S.

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether there has been a consistent growth recorded in the field of media and entertainment industry in the country in the recent years;

(b) if so, the annual turnover of the industry during the last three years and the current year; and

(c) the role of digitisation in increasing the business of the said industry?

Answer

MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING

[COL RAJYAVARDHAN RATHORE (Retd.)]

(a) Even though no data relating to the growth of the sector is collected by the Government, the assessments by various experts reveal that there has been a constant increase in the business of media and entertainment industry in the country in the recent years.

(b) The overall industry size of the Media and Entertainment Industry, as per the estimate of FICCI-KPMG Report 2016 is as follows:

Calendar Year	2013	2014	2015	2016 (projected)
Overall industry size (in Rs. Billion)	918	1026	1157	1315

(c) Digitisation is expected to usher a new growth profile for the Media & Entertainment Industry in terms of enhanced benefits to consumers, transparency in the subscriber base leading to enhanced revenue generation. The Government, in December 2011, passed the Cable Television Networks (Regulation) Amendment Act for digitization of Cable Television Networks in phased manner. Digitization enables efficient utilization of the spectrum bandwidth and enhances the capacity to carry channels on the cable. The consumers get a wider choice of channels, improved quality of content and added services while the state will benefit by lowered incidence of evasion of Central and State Taxes mainly Service and Entertainment Tax. Cable TV digitization is also expected to boost the business due to indigenous manufacturing of Set Top Boxes (STBs) and would also result in skill development & employment generation in digital environment.

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